Standard Grade Persuasive Writing

**Writing a Persuasive Essay**

Using the research and persuasive techniques explored for your speech, you are now going to write a PERSUASIVE ESSAY of around 800 words.

You should use the PEE essay format as a guide, and each paragraph should be an argument to support your point of view.

* P – Point/Topic Sentence (what your paragraph is going to be about)
* E – Evidence; in this case reasons for your argument
* E – Evaluation; why do these reasons mean that we should support your point of view?

YOU SHOULD ALWAYS ACKNOWLEDGE THE OTHER SIDE OF YOUR ARGUMENT – however, you should use your own evidence and persuasive techniques to undermine the opposing argument.

**THIS ESSAY IS DUE NO LATER THAN FRIDAY 26TH OCTOBER**

**Success Criteria**

Persuasive techniques should be used throughout.

You should use a varied vocabulary.

Your sentence structure should be utilised to convey meaning and create effect.

Technical accuracy is essential – sentences, phrasing, spelling, punctuation, paragraphing, etc.

**Hints and Tips**

**How to Open your Persuasive Essay**

The following methods are suggestions. It is up to you to decide which style suits your writing best.

* **Provocative**

e.g."It is difficult to see how anyone can approve of fox hunting."

* **Balanced**

e.g."Fox hunting is a subject about which people hold strongly contrasting views."

* **Quotation**

e.g."Oscar Wilde once described fox hunting as 'The unspeakable in pursuit of the uneatable.'"

* **Illustration**

e.g."On a glorious autumn morning a terrified, exhausted animal is savaged to death by a pack of baying dogs while a group of expensively dressed humans encourage the dogs in their bloody work."

* **Anecdote**

e.g."I have always detested fox hunting since I was almost physically sick while watching a television film of the kill at the end of a hunt."

**Writing the Essay**

* You are trying to persuade the listener to accept your view on a particular topic.
* Support what you say with evidence – facts, statistics.
* It is sensible to acknowledge opposing views, but ensure you have a strong counter argument.
* You can also use ‘attitude markers’ - e.g. “clearly”, “obviously”, “surely”, etc. – to show your commitment to your argument.

**Linking ideas in a discursive essay**

Any well-written piece of discursive writing will flow as one continuous piece despite being made up of three or four different arguments. One of the techniques which can help you to achieve this effectively is the use of linking words, which can be used at the beginning of, or within, a paragraph.

* **Same line of thought**

e.g. - and, firstly, secondly etc., next, furthermore, likewise, in addition, similarly, also, moreover.

* **Conclusion/summary**

e.g. - thus, therefore, consequently, accordingly, in retrospect, hence, in conclusion, in brief, as a result.

* **Definite statement**

e.g. - without question, without doubt, unquestionably, absolutely.

* **Contrasting idea**

e.g. - yet, on the other hand, nevertheless, however, although, conversely, otherwise, on the contrary.

* **Further examples**

because, for instance, since, for example, so that, despite the fact that, accordingly, although, if, though, unless.